CALIFORNIA FEDERATION OF WOMEN'S CLUBS

GARDENS AND BEAUTIFICATION

Bulletin #1 August, 1966 "Let's Grow"

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Objectives from General Federation:

1. Promote public awareness of the need to create and preserve beautiful surroundings.
2. Work in committees to enhance the beauty of all public areas.
3. Aid restoration of historic areas and homes.

Objectives from California Federation:

1. Follow-thru on Gov. Brown's program to make California "A Riot of Color" for the 200th Birthday of our State in 1969. Planting Flowering Shrubs is slated for 1966 and Flowering Vines for 1967.
2. Keep track and report the number of trees planted by all members; in the cities, parks, highways and homes. We want a full account this year.
3. A Garden Section in every Club.

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We have used the Theme "Let's Grow" for the last two years and will continue for the next two. With this theme in mind, you can use a different variation monthly.

Let's Grow by Learning: A World Gardening program with a speaker from a foreign country, an exchange student, one of the many free films available or perhaps a member of your own club.

Let's Grow by Traveling: With so many Parks, Horticulture Centers, Seed Companies and Nurseries to tour, you could cover many meetings.

Let's Grow by Building: Morale: Form a Junior Gardening group with youngsters from 5 to 10 yrs. of age, or a High School Group. This is a step in Youth Guidance and a great pleasure to you as you see these children learning to plant, grow and care for plants and then learning to arrange flowers and exhibit them. A child taught Conservation and the Anti-Litter program does not forget.

Let's Grow by Enjoying: A Christmas program with a Florist demonstrating and making home decorations, or perhaps a tour of his store. Hold an Outdoor Lighting Contest, or a Tea with a program on Plants of the Bible.

Let's Grow by Considering Others: Plan a Fragrance Garden for the Blind; a Rose Garden in your Civic Center. Have a Mission Bell installed on El Camino Real.

Let's Grow by Beautifying: A Civic Beautification project. A Tree Planting Campaign. Have a speaker from your Parks or Planning Commissions. Support highway planting, town entrances, schools and library planting. But FIRST GET Permission before planting on any public property.

Let's Grow by Encouraging: Garden Theraphy is more than taking flowers and tray favors to hospitals. Take little plants (African Violets are fine) teach the care and propagation of these plants. Teach Flower making of ribbon, crepe paper or wood fibre; Show films and slides. Remember all patients are not in hospitals but are home worrying about getting their lawns mowed or plants watered.

Let's Grow by Educating: Conservation and the Anit-Litter program. Miss Lela Crouch, U. S. Forestry Service, San Francisco, is an excellent speaker on the Penny Pines Plantations and can plan a tour for you to visit them. Penny Pines money is sent to her.

I hope every club will have it's own Garden Section before my term is over. It only takes 5 members to form a section. Don't forget your apartment-dwelling members. Even tho they no longer have a garden, they have not lost interest in flowers. In making them members, you are filling a great void in their lives.

Films and slides are available from many companies. Standard Oil Company, San Francisco, have garden and travel films. 1. "Free Motion Pictures", 2. A Wonderful World of Informative Entertainment. Pacific Telephone Company, San Francisco, "Films" Pacific Gas and Electric Company, San Francisco. "Free Films". Send for them. I highly recommend a 7 minute film from Standard Oil called "Allison".

"Ways and Means Booklet" from S & H Stamps, Consumer Service, 424 2 W. 42nd Place, Chicago, Ill. 60632 and "Gems" from National Association of Manufacturers, Woman's Department, 277 Park Avenue, N. Y. 10017 and "Money Making Ideas" from Tiffany Enterprises, 931 Old Orchard Way, Campbell, California. These are most helpful.

Feel free to call on me at any time, I will be glad to help. "Happy Growing".

Club -

Sept,

Club